



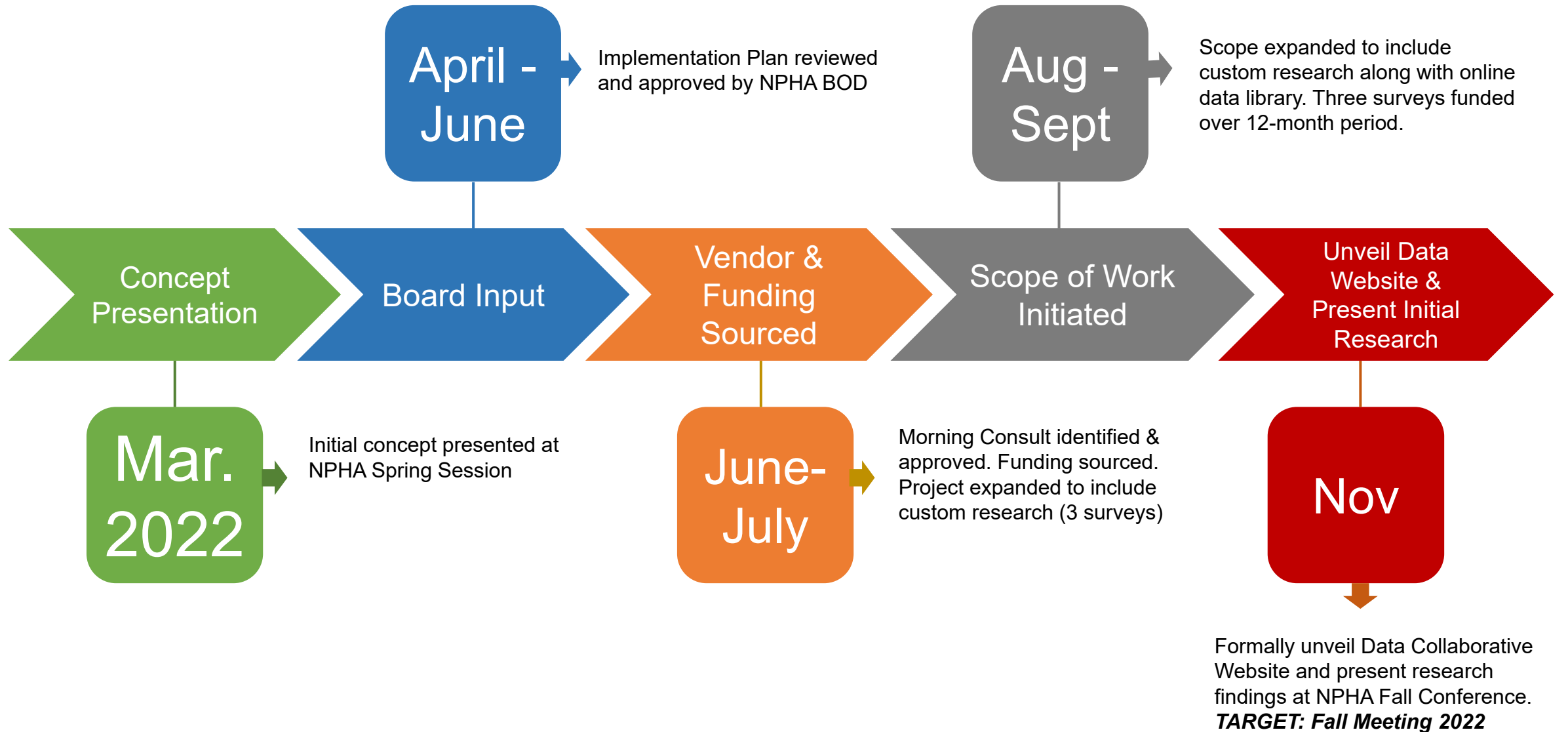
FORUM ON NATIONAL PARK VISITOR DATA AND MANAGEMENT

Session B:

*Website Aggregating National
Park Visitor Research & Data*



Data Collaborative: Concept to Completion



America's National Parks: Long Cherished and a Continuing Top Visitor Destination

[BACK TO MAIN PAGE >](#)



Welcome to the Park Visitor Data Collaborative. This site is intended to provide easy and central access to a wide variety of existing data and research related to national park visitation. This link library will continuously integrate new data sources, so we encourage you to come back often.

If you know of data or research that would be valuable to include, please let us know by sending an email to Hannah@ParkPartners.org with the subject line 'Data Library Suggestion'

[CONTACT US](#)

America's National Parks: Long Cherished and a Continuing Top Visitor Destination

America's national park system includes more than 800 sites. Today, the national parks are the most visited and most cherished sites in the United States. The National Park System is a source of inspiration and recreation for millions of Americans. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration.

The creation of the parks began more than 150 years ago and continued through the years. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration.

Learn more about the National Park System and the role of the National Park Service. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration.

National Parks: Among America's Top Vacation Destinations

Before and since the beginning of the COVID-19 pandemic, national parks are a top vacation destination.

2021 Visitor Numbers Snapshot

- 92 million total visits to national parks
- 297 million total recreation days
- 1.3 billion total recreation miles
- 11.7 million overnight stays
- <1 million total visits to National Parks

National Parks are one of the most likely vacation destinations for adults to consider visiting in the coming year

The Visitor Experience

What does a typical day at a national park look like? The visitor experience is a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration. The parks are a source of pride and a source of inspiration.

Vacation Experience Priorities

- 81% of visitors want to visit a national park
- 81% of visitors want to visit a national park
- 81% of visitors want to visit a national park
- 81% of visitors want to visit a national park

Many aspects of the current park experience appeal to a diverse array of visitors

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NPS Statistics and Research

- Individual Park Reports >**
- Visitor Spending Reports >**
- Visitor Survey Guest Reports >**
- Deferred Maintenance and Repair >**

Recreation Trends and Research

- Outdoor Recreation Industry Statistics >**
- North American Camping Report >**
- Review of Economic Analysis >**

Travel & Tourism Trends and Research

- Statistics and Research Programs >**
- Travel Forecast Reports >**
- International Trade Administration >**
- U.S. Travel Association >**

Macro-Economic Trends and Research

- Economic Impact of National Parks >**
- Business Economic >**

Independent Research

- The Future of Recreation, Travel and Hospitality >**
- The Future of Parks >**
- The Future of Tourism Funding >**
- Outdoor Recreation Travel and Spending Post-COVID-19 >**
- Working Council >**
- Smart Journey Tracker >**
- Working Council >**

Understanding Park Visitor Experience Through Social Media >

- National Association of State Park Directors Annual Information Exchange >**
- University of Massachusetts Amherst >**
- Utah State University >**

NPS Statistics and Research

Individual Park Reports >

Park-specific visitation statistics by month and year, including day vs overnight visitation, viewable by type of park as well as regionally and nationally.

National Park Service

July 2022

Visitor Survey Card Reports >

Visitor experience survey results presented by national, regional, and park-specific analysis.

National Park Service

Multiple years

Visitor Spending Reports >

Interactive tool featuring visitor spending effects by Park, State, Gateway Communities and National levels across a range of spending categories such as lodging, food, recreation, and labor income.

National Park Service

July 2022

Deferred Maintenance and Repair >

Deferred Maintenance data and articles. Data reports may be viewed by park, state, or NPS system-wide.

National Park Service

2022

Quick Links

NPS Statistics & Research

[Individual Park Stats](#)

[Visitor Spending Effects](#)

[Deferred Maintenance & Repair](#)

NPS Social Sciences

NATIONAL PARKS BENEFIT YOU

National parks are a vital part of our nation's economy and help drive a vibrant tourism and outdoor recreation industry.

297 million

visitors traveled to National Park Service sites in 2021.

Visitors spent

20.5

billion in communities within 60 miles of a park.

A contribution of

42.5

billion to the nation's economy.

322,600

jobs were supported by visitor spending.

Capitol Reef National Park had 1.4 million recreation visits in 2021 with \$113.4 million in visitor spending that supported 1,361 jobs.

Great Smoky Mountains National Park had 14.2 million visits in 2021 with \$1.3 billion in visitor spending that supported 18,807 jobs.

423

National Park Sites



NPS Visitor Spending Reports

NPS.gov / Home / Economics / Economic Contributions to Communities / Visitor Spending Effects

Visitor Spending Effects - Economic Contributions of National Park Visitor Spending

Download the [2021 National Park Service Visitor Spending Effects Report \(PDF - 2.7 MB\)](#).

This interactive tool is a collaboration between the National Park Service and the U.S. Geological Survey and displays results from the Visitor Spending Effects report series. Economic contributions of National Park Service visitor spending are displayed at the national, state, and local levels.

Select an economy to get started:

[NATIONAL ECONOMY](#) [STATE ECONOMIES](#) [PARK ECONOMIES](#) [MORE INFORMATION](#)

Economic Contributions to the National Economy

In 2021, 297 million park visitors spent an estimated \$20.5 billion in local gateway regions while visiting National Park Service lands across the country. These expenditures supported a total of 323 thousand jobs, \$14.6 billion in labor income, \$24.3 billion in value added, and \$42.5 billion in economic output in the national economy.

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output



NPS Visitor Spending Reports

Visitor Spending Effects - Economic Contributions of National Park Visitor Spending

[Download the 2021 National Park Service Visitor Spending Effects Report \(PDF - 2.7 MB\).](#)

This interactive tool is a collaboration between the National Park Service and the U.S. Geological Survey and displays results from the Visitor Spending Effects report series. Economic contributions of National Park Service visitor spending are displayed at the national, state, and local levels.

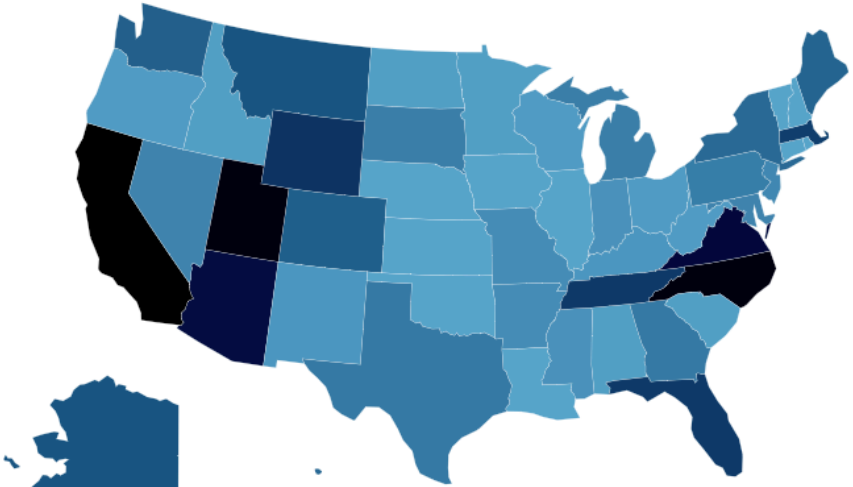
Select an economy to get started:

[NATIONAL ECONOMY](#) [STATE ECONOMIES](#) [PARK ECONOMIES](#) [MORE INFORMATION](#)

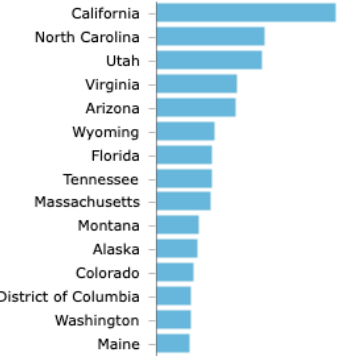
Economic Contributions to State Economies

- Visitor Spending Jobs Labor Income Value Added Economic Output

Click on a State for more information or select a State



Top 15 States by Value Added



NPS Visitor Spending Reports

NATIONAL ECONOMY

STATE ECONOMIES

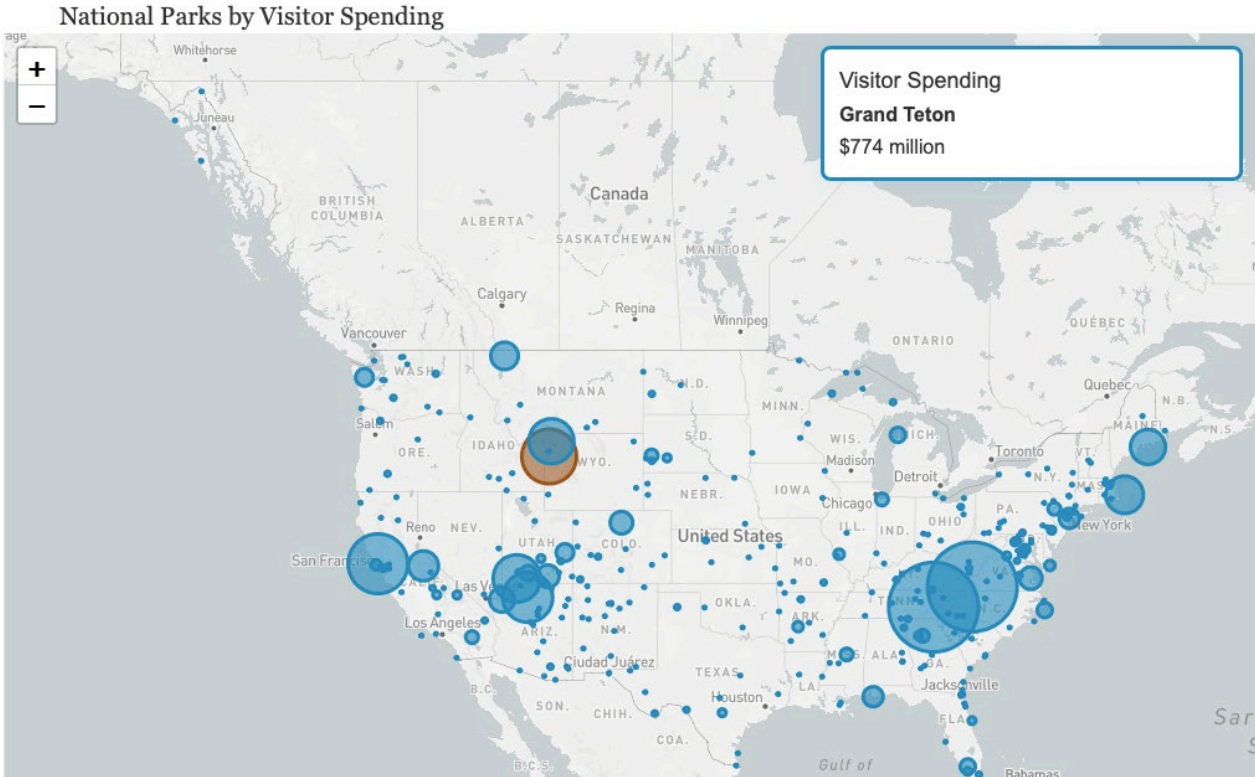
PARK ECONOMIES

MORE INFORMATION

Economic Contributions to Local Economies

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output

Click on a Park for more information or select a Park



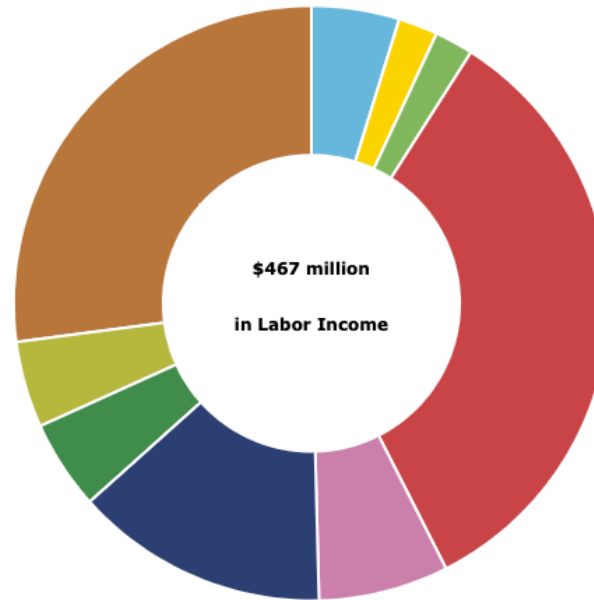
NPS Visitor Spending Reports

Economic Contributions to the Wyoming Economy

In 2021, 8.6 million park visitors spent an estimated \$1.1 billion in local gateway regions while visiting National Park Service lands in Wyoming. These expenditures supported a total of 15.2 thousand jobs, \$467 million in labor income, \$775 million in value added, and \$1.4 billion in economic output in the Wyoming economy.

- Visitor Spending
- Jobs
- Labor Income
- Value Added
- Economic Output

Click on a State for more information or select a State Wyoming



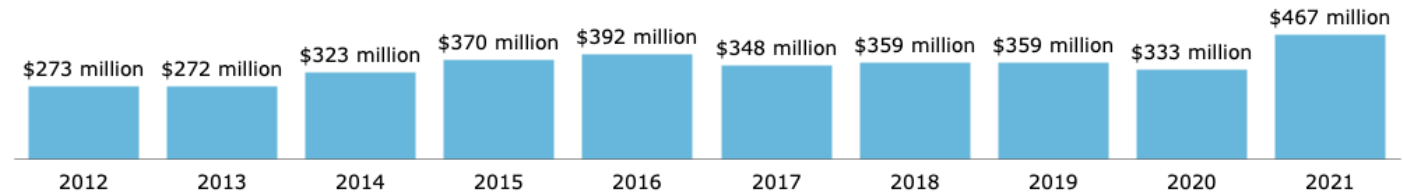
Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

Secondary Effects

- Secondary Effects

Total Labor Income Contributed to the Wyoming Economy



NPS National Reports

2021 calendar year data are final. 2022 calendar year data are preliminary and subject to change until finalized in the first quarter of CY2023

NPS Stats
National Park Service Visitor Use Statistics
Stats-2.8.0.20045-20211217-180955

National Park Service
U.S. Department of the Interior
Natural Resource Stewardship and Science

Home Reports Useful Links Help Contact Us

National Reports

National Reports

- Annual Park Ranking Report (1979 - Last Calendar Year)**
Report ranks various types of visitor use including Recreation, Non-recreation, Hours, Concessioner Lodging and Camping, Tent, RV, Backcountry, and Mi... more
- Annual Summary Report (1904 - Last Calendar Year)**
Report allows users to select one or multiple years and various types of visitor use including Recreation, Non-recreation, Hours, Concessioner Lodging... more
- Annual Visitation and Record Year by Park (1904 - Last Calendar Year)**
Report displays total recreation visits for each park by year and highlights the year with the most recreation visits. Filters available for Region, P... more
- Annual Visitation By Park (1979 - Last Calendar Year)**
Report displays annual recreation visitation for all reporting national park service units over any one through twenty years in tabular form with the ... more
- Annual Visitation by Park Type or Region (1979 - Last Calendar Year)**
Report providing annual recreation visitation searchable by year and grouped by park type or region.
- Annual Visitation Summary Report (1979 - Last Calendar Year)**
Report displays Summary NPS system-wide visitation statistics for one year. This report includes recreation, non-recreation, overnight stays and visit... more
- Current Year Monthly and Annual Summary Report (1979 - Present)**
Report displays visitation statistics by the current month/year, compared to that of the previous month/year and the numerical difference. User may ... more
- Fiscal Year Visitation Report (1979 - Last Calendar Year)**
Report summarizes the recreation and non-recreation visitation statistics by fiscal year for one year. This report is available after the last calend... more
- Overnight Stays National (1979 - Last Calendar Year)**

Recreation Trends and Research

Outdoor Recreation Industry Statistics >

Interactive tool that provides measurements of economic impacts by specific recreation category including sales/revenues and labor by state, as well as industry production of goods and services through the Outdoor Recreation Satellite Account.

Bureau of Economic Analysis

November 2021

North American Camping Report >

Annual research detailing the camping habits and preferences of North America's campers.

KOA Inc.

2022

Quick Links

Recreation Trends & Research

[Bureau of Economic Analysis:
Outdoor Recreation Satellite
Account](#)

[KOA North American Camping
Report](#)

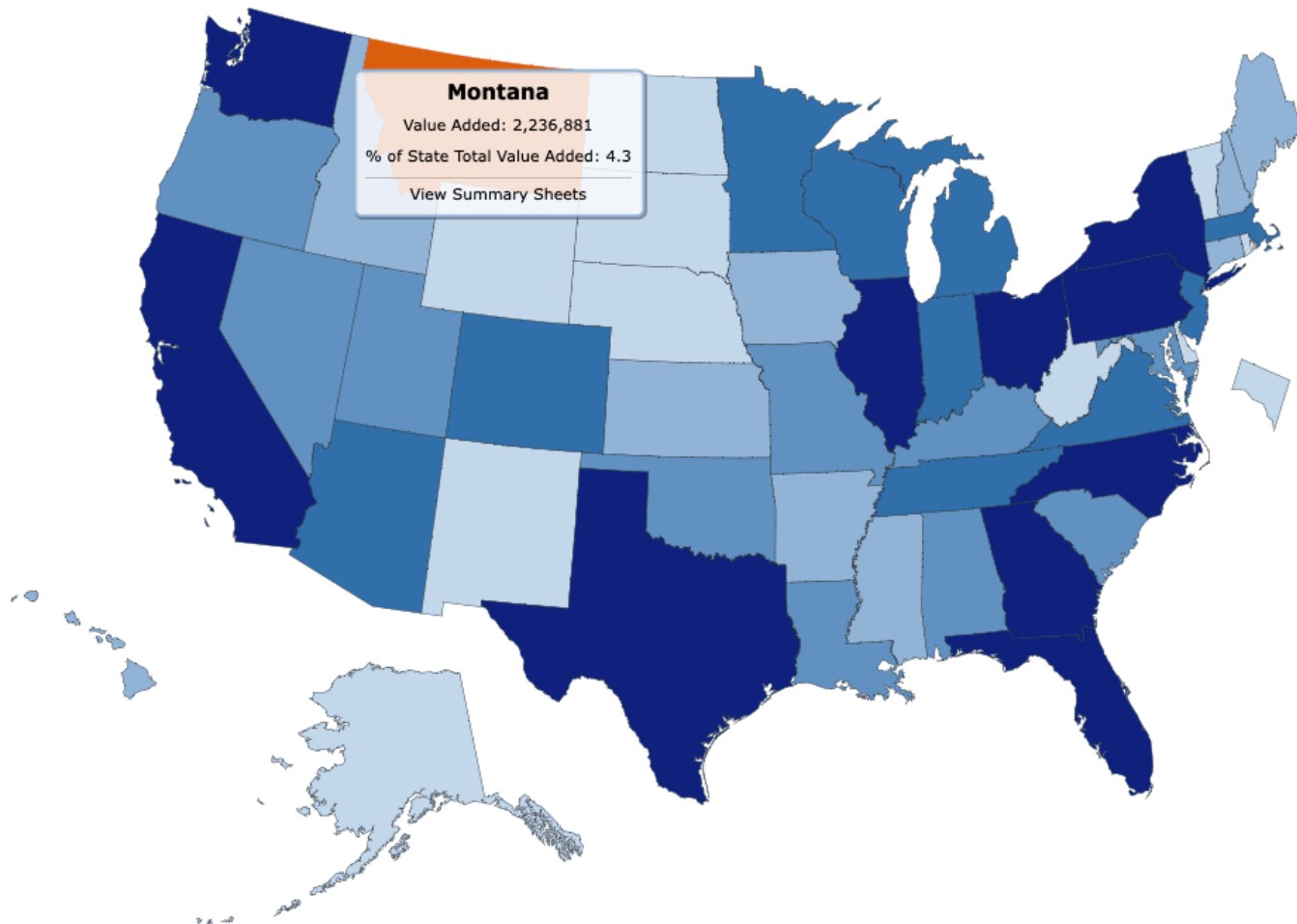
State Summary Sheets

Value Added: 2020

Employment: 2020

Compensation: 2020

Bureau of
Economic
Analysis:
*Outdoor
Recreation
Satellite Account*



U.S. = \$374,266,455 (in thousands)



2022 ANNUAL NORTH AMERICAN CAMPING REPORT

Over the past two years, COVID-19 has significantly impacted travel. While much of this impact has been negative, camping has seen a dramatic increase in participation. In 2021, camping accounted for 40% of all leisure trips with more than half of travelers (53%) including camping in some or all of their travel. Leisure travelers, who would otherwise stay home, have utilized camping as a preferred form of travel and many are indicating camping will be part of their plans in 2022 and beyond.



[DOWNLOAD THE 2022 REPORT >](#)

SUMMARY OF SURVEY RESULTS

KOA NORTH AMERICAN CAMPING REPORT 2022

KOA North American Camping Report 2022

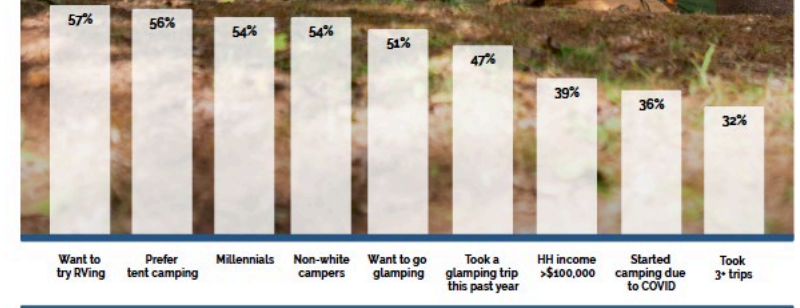
Who is the New Camper?

The new camper in 2021 tends to be somewhat similar to what was observed in 2020 but, in some ways, has less variability to the more experienced camper. In particular, the new camper is:

- More likely to include a majority of non-whites (54%), including 22% Black campers
- Comprised of a majority of millennial campers (54%)
- Nearly 4-in-10 have a household income of \$100,000+
- Camped more often in 2021 than experienced campers (32% took 3+ trips compared to 23% of experienced campers), spending an average of almost nine nights camping (compared to seven nights among experienced campers)
- More than half (56%) prefer to camp in tents
- More likely than experienced campers to have listed their RV on a peer-to-peer rental site
- Nearly half went glamping in 2021 (47%), and the remainder (51%) plan to glamp in 2022, though 57% also want to try RVing
- More than a third (36%) said that COVID was the impetus for starting to camp



Profile of the New Camper in 2021



Independent Research

[The Future of Recreation, Travel and Hospitality >](#)

Privately funded report crafted by top industry futurist journalists covering topics that impact recreation, travel and hospitality over the next 20 years.

Delaware North
May 2022

[Smart Journey Tracker >](#)

Monthly consumer survey results exploring traveler behaviors, attitudes and expectations for future travel.

Morning Consult
Monthly updates

[The Future of Parks >](#)

Privately funded report providing insights on considerations for remaining appealing and relevant to the next generations of park visitors as Baby Boomers fade to the growing millennial and Gen Z populations.

Delaware North
2022

Quick Links

Independent Research

[The Future of Recreation, Travel & Hospitality](#)

[The Future of Parks \(download\)](#)

[Smart Journey Tracker](#)

**Independent
Research:
*Delaware North***

**THE FUTURE
OF
RECREATION,
TRAVEL &
HOSPITALITY**



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DelawareNorth.com/FutureOf



Independent
Research:
Morning Consult



MORNING CONSULT

LEISURE SPENDING ON
TRAVELING, OUTDOOR
ACTIVITIES AND SPORTING
EVENTS POST COVID-19

APRIL 2022

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Travel & Tourism Trends and Research

[Statistics and Research Programs >](#)

Various National Travel & Tourism Office research reports including international inbound statistics, state visitation by country of origin, as well as travel planning sources used by international visitors.

International Trade Administration
2022

[Travel Forecast Report >](#)

Publicly available report for travel forecast for domestic and international travel anticipated in next four years. Updated quarterly each year.

U.S. Travel Association
July 2022

Quick Links

[International Travel 2022](#)

National Travel & Tourism Office

Christina Gay

International Trade Specialist, U.S. Department of Commerce



Official Website of the International Trade Administration [Here's how you know](#) ✓



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Statistics and Research Programs

The National Travel and Tourism Office is the official source for U.S. Travel and Tourism Statistics.



Panel Discussion

Christina Gay

International Trade Specialist,
U.S. Department of Commerce

Kristina (Tina) Heney

Chief Marketing & Revenue Officer,
Hornblower Group

Sascha Ohler

Senior Vice President,
Outdoor Recreation | Tyler Outdoors





America's National Parks: Long Cherished and a Continuing Top Visitor Destination

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Launching
December
2022

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Park Visitor Data Collaborative:

*Thank you to the **Project Sponsors & Implementation Team***

Project Sponsors

- Xanterra
- Hornblower
- Delaware North
- Grand Teton Lodge Co.
(a division of Vail Resorts)
- Guest Services, Inc.
- Tyler Outdoors
- National Park Partners Council

Implementation Team

- Kristina (Tina) Heney,
Hornblower
- Derrick Crandall, *NPHA*
- Mindy Meade, *NPHA*
- Deb Ward, *Delaware North*



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